



# HomeStay

## Be Connected!

Technologies supporting  
independent living  
May 2019

# Investment proposition

- Providing the aged / disabled with proven technology solutions to support independent living in the home
- Two large, growing markets – Ageing and Disability - \$40bn of Government funding
- Initial Total Addressable Market size of \$580m
- Attractive business model builds growing recurring revenue base
- Substantial sales pipeline and multiple channels to market will build on early sales success
- Experienced team in place to drive growth

# Focused on 2 segments of Caring in the Home

Aged Care



Disability sector - NDIS



# A proven technology solution

## Creating the Intelligent Home



### Technology

- Monitors daily activity for wellness and safety
- Preventative care, alerts
- Potential to reduce hospital admissions
- “Best of the best”
- Proprietary/non proprietary
- Technology from a single source



### Supports independence and safety

- Independence at home
- Stay home and be safe
- Peace of mind for the family
- Connectivity with carers and family
- Supports independence
- “Meet the clients needs”



### Community

- Connected with the local community
- Connect and share with the family and friends
- Wellness tracking
- Remain home for as long as possible



**HomeStay**



# An extraordinary market opportunity

- 3.7M Australians are over 65, increasing dramatically to 6.5M in 2030\*
- The government wants older Australians to stay out of residential care for as long as possible
- Everyone wants to stay in their own home for as long as possible
- 4.1M disabled Australians are now funded federally\*\*
- The right technology enables older and disabled people to live more independently
- Family, friends and carers know that good technology saves cost and drives efficiency

**For the first time, the older, disabled consumer has their funding in their direct control.**

# Funding readily available

- Ageing peak 2030
- \$4.5B is spent on delivery of homecare

**AGED CARE**  
**\$18BN**  
**(2019-2020)\***

**NDIS**  
**\$21.5BN**  
**(2019-2020)\*\***

Balancing cost and care is what matters

\*Source : [https://www.aph.gov.au/About\\_Parliament/Parliamentary\\_Departments/Parliamentary\\_Library/pubs/rp/BudgetReview201819/AgedCare](https://www.aph.gov.au/About_Parliament/Parliamentary_Departments/Parliamentary_Library/pubs/rp/BudgetReview201819/AgedCare)

\*\* Source : [https://www.aph.gov.au/About\\_Parliament/Parliamentary\\_Departments/Parliamentary\\_Library/pubs/BriefingBook45p/NDIS](https://www.aph.gov.au/About_Parliament/Parliamentary_Departments/Parliamentary_Library/pubs/BriefingBook45p/NDIS)

# Our Product Suite – Hardware and Software

Our initial market opportunity \$580M (hardware and software)\*

- Sensors
- Alerts
- Safety monitors
- Emergency hub
- Personal alarm

\*Aged Care at home market

Market size based on number of registered personal alarms

Number and size of aged care packages provided by Federal government



# The NDIS growth strategy for HomeStay technology solutions

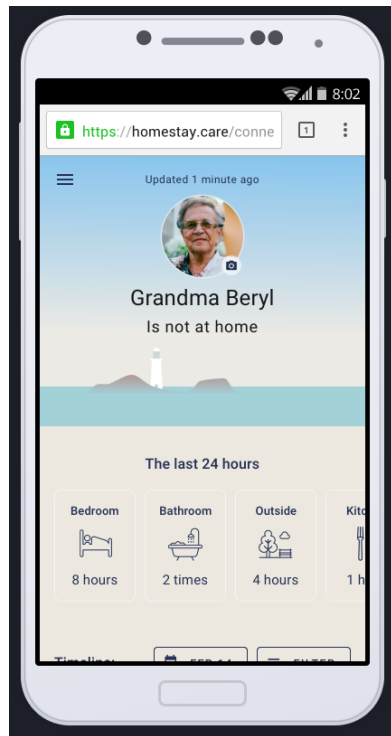
NDIS Service Cluster	Projected NDIS funds at full roll out	Key life stages
Live independently in my own home	\$11.0 bn	Young adult Adulthood
Engage socially and be part of my community	\$5.0 bn	All life stages
Improve and maintain day to day functioning	\$4.2 bn	All life stages
Maintain family relationships	\$32 m	All life stages



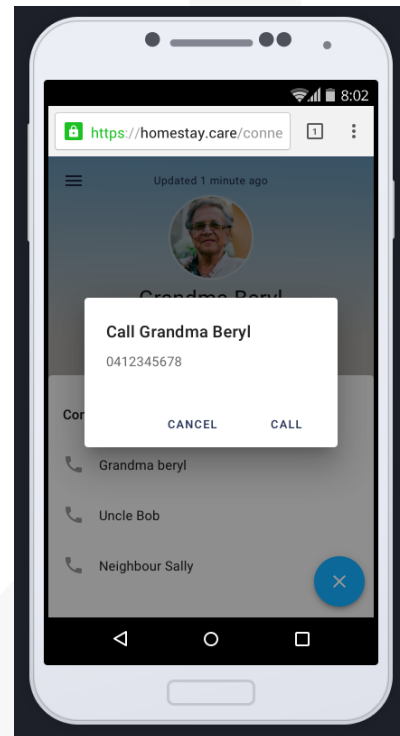


# How we connect

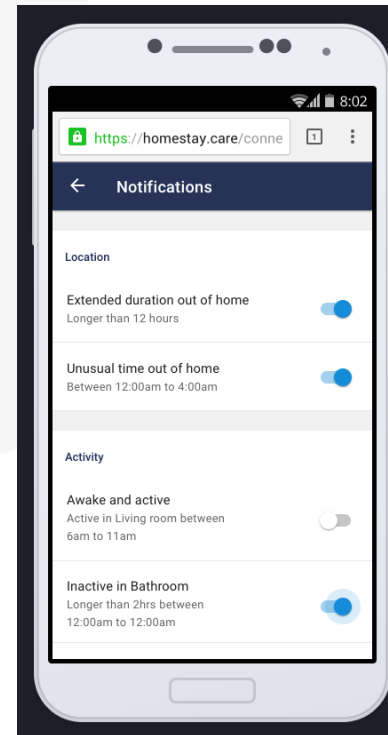
Wellness at  
a glance



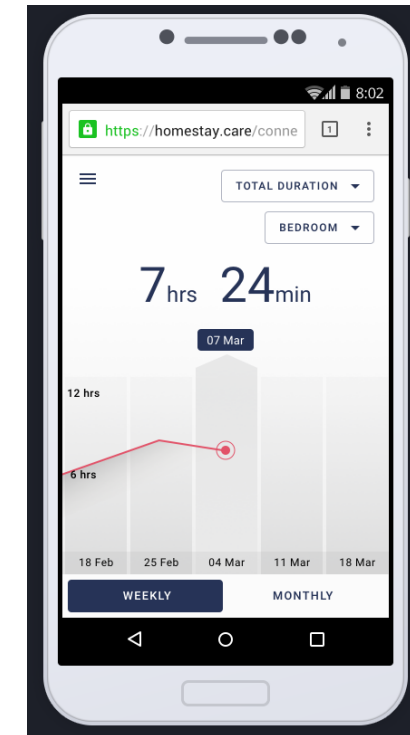
Connect at  
a glance



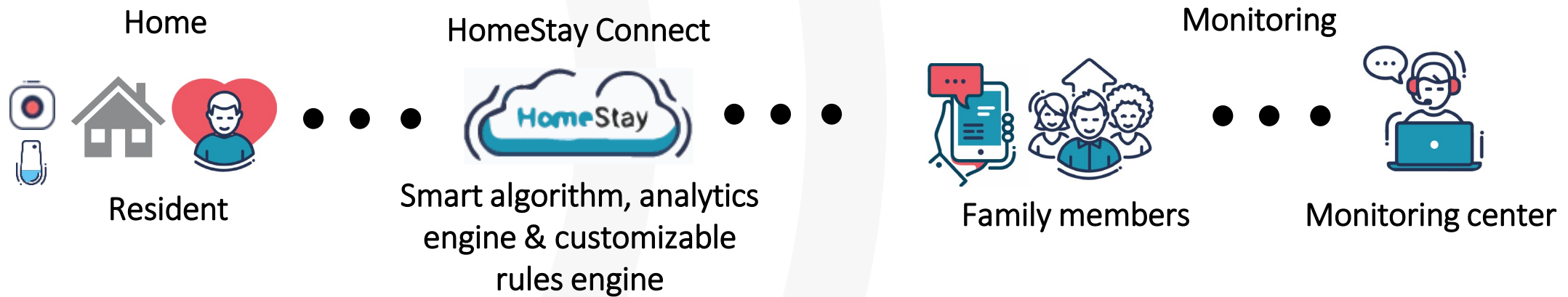
Personal  
optimisation at  
a glance



Activities of  
daily living at  
a glance



# How does it work?



**Peace of mind:** Confidence that immediate care is available

**Anywhere, anytime:** Real time notification and alerts

**Personal, proactive:** Constant monitoring for early health warning signs

**Better outcomes, cost effective:** Smart analytics enabling insights for preventative interventions

# Channels to market



## B2B

- NDIS providers
- Aged care providers
- Acute and sub-acute hospitals
- Private patients (self-funded)



## B2C

- Digital marketing to consumer
- Pharmacies
- Allied health
- App store , Google Play



## Market Influencers

- Family members
- GPs,
- Discharge nurse – acute/sub-acute care and rehab
- ACAT team (Aged Care Assessment Team)



## Industry Associations

- LASA
- ACSA
- APNS
- ACIA
- COTA Australia



# Business model

	Peace of Mind	Family	Independent Living	Wellness
Caring Intelligent Home	1 Hub + 1 Pendant	1 Hub + 1 Pendant 2 Movement Sensors 1 Door Sensor	1 Hub + 1 Pendant 5 Movement Sensors 3 Door Sensor	1 Hub + 1 Pendant 5 Movement Sensors 3 Door Sensor
Average Hardware Pricing	\$600-\$3,000 per unit			
Main Features	<ul style="list-style-type: none"> <li>Emergency Assistance Hub</li> <li>Intercom for emergency contact</li> <li>Customised and upgradeable</li> <li>Easily expanded with additional devices and can be easily upgraded</li> </ul>	<ul style="list-style-type: none"> <li>Emergency Assistance Hub</li> <li>Round the clock incident alerts and notifications</li> <li>Alerts for deviations from preset rules which may indicate a health or wellbeing issue</li> </ul>	<ul style="list-style-type: none"> <li>Emergency Assistance Hub</li> <li>Round the clock incident alerts and notifications</li> <li>Enhanced insights due to greater home coverage</li> <li>Alerts for deviations from preset rules which may indicate a health or wellbeing issue</li> </ul>	<ul style="list-style-type: none"> <li>Emergency Assistance Hub</li> <li>Intercom for emergency contact</li> <li>Artificial Intelligence that uses data from the sensors to build a model of normal routine.</li> <li>Alerts for deviations from routine which may indicate a health or wellbeing issue</li> </ul>
Monthly Subscription Fee Across portfolio	\$25-100 per month			

# Sales pipeline

## Signed Contract

- Enrich Living Services (owned by Quadrant PE) - Contract for 1000 homes valued between \$200,000 to \$2,000,000 plus monthly subscription\*
















## Current National Targets 2019-20

- National corporate groups / RACF (aged care)
- Major private and not for profit membership organisations
- Top 10 Community and home care organisations
- Top 5 NDIS service providers
- Digital marketing campaign to national NDIS SMEs

\*As noted in ASX announcement dated 22<sup>nd</sup> March 2019



# HomeStay is best placed to provide broad technology support

Product	Features	Competitors
Caring Intelligent Home	<ul style="list-style-type: none"> <li>Allows peace of mind for seniors, families and care givers.</li> <li>Flexibility to easily tailor their in-home care solution based on their specific needs and lifestyle.</li> </ul>	    
HomeStay Connect	<ul style="list-style-type: none"> <li>People-centered designed, agnostic, application that aggregates many products and services, and those of our partner eco-system, into a single pane of glass.</li> </ul>	       
My Day	<ul style="list-style-type: none"> <li>Allows seniors to see the important events and appointments of their day at a glance</li> <li>Beneficial to those with challenges associated with cognition.</li> </ul>	<p><b>HomeStay Competitive Advantage</b> - Tool to provide simplified information management system so clients can see important info at a glance</p>
Care Companion	<ul style="list-style-type: none"> <li>Supports carers to empower individuals with complex needs to have a voice and live more independently.</li> <li>Capturing mood and behaviour trends, setting reminders, managing meal plans, activities and carer schedule.</li> </ul>	
HomeStay Everyday Service	<ul style="list-style-type: none"> <li>Digital marketplace of service providers at senior's fingertips</li> <li>Ranging from clinical to domestic services</li> </ul>	

# An experienced team to drive growth



**Wayne Cahill, Chairman**

*BHA, LLB, MCom, FCHSM, FAICD - former Chief Executive of major health care organisations and law firm corporate partner leading health industry practices, and extensive director experience and currently Chair, HealthDirect Australia, The Co-Group and a director, Navy Health.*



**Philippa Lewis, CEO**

*LPAB, Law Start up and commercialisation expert. Strategic futurist and professional CEO and Co director.*



**Shannon Robinson, Director**

*LLB, B. Comm (Accounting), GAICD – extensive experience in early stage commercialisation of emerging technologies and experienced director.*



**Damian Black, Director**

*B.Sc. (Physio), GDipAppFin(FINSIA) Significant financial markets and corporate advisory experience. Allied health management and operational experience.*



**Sara Kelly, Director**

*LLB, B. Comm (Finance & Marketing) – corporate law partner with significant transaction experience.*



**Manoj Chandra, CTO**

*BE (Hons) SE, MCom Multifaceted IT executive with significant experience in software design and development.*



**Amanda Sweeney, COO**

*B. Comm, CPA, Masters (BI & Analytics Specialisation) – experienced strategic and operations manager in dynamic and fast paced environments.*



**Sherry Swanson, CInO**

*Strategic business partner with significant enterprise and digital health experience*



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